

CLAIMS

What is claimed is:

1. A system for generating viewership profiles to facilitate distributing promotions based on the profiles of at least one network device, comprising:
 - 5 a promotion agent associated with the network device for collecting viewership activity data of the network device; and
 - a life-cycle manager server which receives the viewership activity data from the promotion agent and correlates the viewership activity data with program schedules to generate the viewership profiles.
- 10 2. The system of claim 1, wherein the viewership activity data of the network device includes a program channel on the network device.
3. The system of claim 1, wherein the viewership activity data includes a time at which the network device was tuned to the channel.
4. The system of claim 1, wherein the viewership activity includes a time at which
15 the network device was tuned away from the channel.
5. The system of claim 1, wherein the viewership activity data is collected if the difference between a time the network device was tuned to the channel and a time the network device was tuned away from the channel is greater than a time period set by the user.

6. The system of claim 1, wherein the viewership activity data is collected by the promotion agent over a twenty-four hour period before the viewership activity data is received by the life-cycle manager.
- 5 7. The system of claim 1, wherein the viewership activity data includes a program viewed by a viewer.
8. The system of claim 7, wherein the viewership activity data provides a percentage of time the program was viewed by the viewer.
9. The system of claim 8, wherein the percentage of time is precise to within about one percent.
- 10 10. The system of claim 7, wherein the program belongs to a genre.
11. The system of claim 10, wherein the viewership activity data provides a percentage of time which the genre is viewed.
12. The system of claim 11, wherein the percentage of time is precise to within about one percent.
- 15 13. The system of claim 7, wherein the program belongs to multiple genres.
14. The system of claim 1, wherein the viewership profile data is matched with a group profile.
15. The system of claim 14, wherein the group profile is based on viewer attributes.

16. The system of claim 15, wherein the attributes include a geographic location.
17. The system of claim 15, wherein the attributes include demographic characteristics.
18. The system of claim 15, wherein the attributes include a genre of programs.
- 5 19. The system of claim 1, wherein short-term viewership activity is compared with the viewership profile.
20. The system of claim 19, wherein the short-term viewership activity spans over a time period of about one minute.
21. The system of claim 19, wherein the short-term viewership activity spans over
10 a time period of about one hour.
22. The system of claim 1, wherein the viewership profile includes viewership activity data spanning a time period of about four weeks.
23. The system of claim 1, wherein the viewership profile includes viewership activity data spanning a time period of about eight weeks.
- 15 24. The system of claim 1, wherein the viewership profile includes viewership activity data spanning a time period of about twelve weeks.
25. The system of claim 1, wherein the viewership profile includes viewership activity data spanning a time period defined by a user of the system.

26. A method for generating viewership profiles to facilitate distributing promotions based on the profiles to at least one network device, comprising the steps of:
collecting viewership activity data for the network device;
correlating the viewership activity with program schedules; and
5 generating viewership profiles for the network device based on the correlation.
27. The method of claim 26, wherein the step of collecting viewership activity data further includes collecting channels selected on the network device.
28. The method of claim 26, wherein the step of collecting viewership activity data
10 further includes collecting a time at which the network device was tuned to the channel.
29. The method of claim 26, wherein the step of collecting viewership activity data further includes collecting a time at which the network device was tuned away from the channel.
30. The method of claim 26, wherein the step of collecting viewership activity data
15 collects viewership activity data if the difference between a time the network device was tuned to the channel and a time the network device was tuned away from the channel is greater than a time period set by the user.
31. The method of claim 26, wherein the step of collecting viewership activity data
20 is performed over a twenty-four hour period.
32. The method of claim 26, wherein the step of collecting viewership activity data includes collecting a program viewed by a viewer.

33. The method of claim 26, further comprising the step of matching the viewership profile of each network device with a group profile.
34. The method of claim 33, wherein the step of matching includes matching to the group profile based on viewer attributes.
- 5 35. The method of claim 34, wherein the step of matching includes matching to viewer attributes based on a geographic location.
36. The method of claim 34, wherein the step of matching includes matching to viewer attributes based on demographic characteristics.
37. The method of claim 34, wherein the step of matching includes matching to viewer attributes based on a genre of programs.
- 10 38. The method of claim 26, further comprising the step of comparing the viewership profile with short-term viewership activity.
39. The method of claim 38, wherein the step of comparing includes comparing with short-term activity spanning over a time period of about one minute.
- 15 40. The method of claim 38, wherein the step of comparing includes comparing with short-term activity spanning over a time period of about one hour.
41. The method of claim 26, wherein the step of generating the viewership profile is based on viewership activity spanning a time period of about four weeks.
42. The method of claim 26, wherein the step of generating the viewership profile is based on viewership activity spanning a time period of about eight weeks.
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43. The method of claim 26, wherein the step of generating the viewership profile is based on viewership activity spanning a time period of about twelve weeks.
44. The method of claim 26, wherein the step of generating the viewership profile is based on viewership activity spanning a time period defined by a user of the system.